

From: [Alzheimer's Association <info@alz.org>](mailto:info@alz.org)
To: Kester, Tonykester@aging.sc.gov
Date: 4/30/2015 2:00:38 AM
Subject: Incredible \$1 Million Matching Challenge!

Make twice the impact in the fight against Alzheimer's disease

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Dear Tony,

I'm writing to tell you about an extraordinary opportunity to [make your gift go twice as far](#) in the fight against Alzheimer's disease.

An anonymous donor from California has agreed to give \$1 million to the Alzheimer's Association if we can raise that same amount by June 15, 2015 . Her generous gift will enhance local care and support services as well as Alzheimer's Association international research efforts.

Our Spring Matching Gift Challenge represents a vital opportunity to make one gift and have twice the impact. This means [your tax-deductible donation](#) of \$50 can become \$100, or a gift of \$100 can become \$200.

Any amount you give helps to advance research and ensure care and support for people with Alzheimer's disease and their caregivers. Today, more than 5 million Americans are living with Alzheimer's, and that number may reach 16 million by 2050 if we don't make significant progress.

Your gift can have
twice the impact!

\$50 → \$100

\$100 → \$200

\$150 → \$300

DONATE NOW →

Only by joining together can we continue to improve the lives of those living with Alzheimer's today while developing new breakthroughs that could [change the trajectory of this devastating disease](#).

Please take advantage of this limited chance to join our benefactor and [make an urgently needed gift](#) that can help us move closer to our vision of a world without Alzheimer's disease.

Thank you!

Sincerely,

Donna McCullough
Vice President

P.S. Don't miss out on the chance to make twice the impact — [make your gift before June 15!](#)

The [Alzheimer's Association](#) is the world's leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's disease®.

Alzheimer's Association National Office, 225 N. Michigan Ave., Fl. 17, Chicago, IL 60601

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